



LINDA LINGLE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaii-tourismauthority.org

Telephone: (808) 973-2255
Fax: (808) 973-2253

MARKETING STANDING COMMITTEE MEETING HAWAI'I TOURISM AUTHORITY

May 6, 2010 at 9:30 a.m.

Hawai'i Convention Center, Executive Board Room A, Parking Level
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

AGENDA

1. Call to Order
2. Approval of Minutes (February 11, 2010)
3. Discussion and/or Action to Recommend the Reallocation of FY 2010 Budgeted Funds From HVCB Leisure, Hawai'i Tourism Japan Leisure Marketing, and the Marketing Effectiveness Study to the Marketing Opportunity Fund Expense Category
4. Discussion and/or Action to Recommend the Reallocation of FY 2010 Budgeted Funds From HVCB Leisure Marketing to the HTA Marketing Projects Expense Category
5. Discussion and/or Action to Recommend the Reallocation of FY 2010 Budgeted Funds From the Airport and Departure Experience to the Airline Development Program Expense Category
6. Discussion and/or Action to Approve Expenditures From the Marketing Opportunity Fund *

**Executive Session:* The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) §92-4. The executive session will be held for the purposes of discussing information that is proprietary to a contractor or the disclosure of which might be harmful to the business interests of the contractor under HRS §§ 92-5 (a) (8) and 201B-4.

7. Adjournment

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to sfreitas@hawaii-tourismauthority.org; by mail at the above address; or by facsimile transmission. Any person requiring special assistance to participate in the meeting, please contact Sharon Freitas (973-2272) no later than 3 days prior to the meeting so arrangements can be made.